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Contact –

Michael Strauss
earthmedia@gmail.com
+1 646 246-3585

Rebekah Ward
rward@mediainpact.org
+1 315 939-0938

Can Santa Claus Help the World Conquer Climate Change?

New comic book from Comics Uniting Nations and founding partner UNICEF takes the action to the North Pole, and brings the message home to kids

A new hero emerged today to help lead the global battle against the potentially catastrophic climate menace. Actually, a rather old hero.

Santa Claus – also known as Father Christmas, Père Noël and St. Nicholas – released a deeply personal account of his struggle to recognize, understand and take action against the impacts of rising temperatures and extreme weather events that are threatening the very foundations of his fabled workshop and village.

The comic, titled ***Santa's Green Christmas - Father Christmas Battles Climate Change***, the newest release from *Comics Uniting Nations*, reveals how Mr. Claus first became aware of shifting temperatures when Dancer, the lead member of his reindeer team, nearly crashed through the previously solid Arctic ice-cap during a practice landing.

“Fortunately, she was soon on the mend,” Mr. Claus recounts. “But the whole thin-ice issue really caught my attention.”

Santa checks research from the world's most eminent scientists - and consults with neighboring terns, wrens and polar bears to confirm the gravity of the phenomenon.

“It seems to me we have been dashing to disaster,” Mr. Claus concludes. But he also finds reason to hope, noting that by leveraging clean energy sources and working together on the root causes of climate change, we can halt its destructive path.

The comic is freely available to the public in web and print versions. English is currently available, and French and Spanish will be released before Christmas. To read or download, visit:

<http://www.comicsunitingnations.org/mediakits/santas-green-christmas/>

Schools, churches, NGOs and businesses are invited to print and utilize the comic as a teaching tool, or to distribute as a holiday gift to students, members, employees or customers. The text is written to appeal to range of age and education levels.



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C H A R L E S



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Santa's Green Christmas - Father Christmas battles Climate Change is a publication of *Comics Uniting Nations*: a partnership between UNICEF, *The World's Largest Lesson*, *PCI Media Impact* and *Reading With Pictures*. The partnership is releasing a series of comic books with the ultimate mission to publicize and popularize the UN Sustainable Development Goals (SDGs).

Santa's Green Christmas was idea of Felix Dodds, a UN consultant and co-author or editor of a dozen texts on sustainable development policy, and Michael Strauss, an international political and media advisor and the director of Earth Media.

Strauss considers Santa the ideal spokesperson for confronting climate change.

“Santa Claus may be the ultimate benevolent father figure in Western cultures – or grandfather figure. He warmly encourages and rewards good behavior, and gently but firmly admonishes the bad. And with a herd of high-flying reindeer and a home in the Arctic north, he's about as grounded in nature and close to the front lines of climate impacts as anyone.”

Dodds noted that he himself has had a long, productive relationship with Mr. Claus.

“I first met Father Christmas at the age of three in a clothing store in the UK in Derby, and I became Chair of Father Christmas Youth. I then organized a stakeholder consultation around gift-giving practices in my freshman year at the University of Surrey. I now hope to have Santa lead a workshop on water, food and energy.”

An accomplished graphics team was led by artist and colorist John Charles, a UK-based graphic designer, comic and text book artist who has produced covers and penciling for Marvel UK, Antarctic Press, BBC Books, and New World Frontiers. Lettering is by Ian Sharman, an artist, writer and editor whose credits include Spider-Man, Iron Man, the X-Men, and Doctor Who graphic novels. He is editor in chief of Markosia, and runs Orang Utan Comics, a comic book collective. Inks are by Lee Townsend, an artist and animator who has worked on Spider-Man, Avengers, X-Men, Iron Man and the Hulk, for Marvel, Disney, DreamWorks, and most recently the Cartoon Network.

Comics Uniting Nations is a partnership between UNICEF, *PCI Media Impact*, *The World's Largest Lesson* and *Reading with Pictures*, to make the Sustainable Development Goals accessible to the people of the world through comics. Working with a wide array of artists and content creators, *Comics Uniting Nations* leverages the universal visual language and transformative power of comics to educate people in every corner of the globe about the SDGs and empower them to create positive and lasting change in their own communities and worldwide.

For more information, visit www.comicsunitingnations.org

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DODDS
STRAUSS
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